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Fast Food Nation Ch. 1

In *The Fast Food Nation*, **Eric Schlossen introduces the history and impact of fast food industry on America through Carl Karcher’s life, allusion, arrangement of text, and informative facts regarding Acts, economy, and social phenomenon.**

**The outline of the chapter follows Carl’s life. Zooming in on one of the founding fathers effectively shows the progress, success, and failures of fast food industry. Schlossen uses Carl’s story as a social reflection. Ku Klux Klan forms as a result of massive German immigration to CA. At the same time, automobile boom and interstate highway act give “birth to an entirely new lifestyle-and a new way of eating”. By 1940, there are about a million cars in CA, “more cars than in forty-one states”. The monopoly of General Motors reflects capitalist economy and foreshadows the upcoming Great Depression. Schlossen provides facts and analogies and thus establishes credibility and gives the readers a clear visual of the society during fast food era. He also juxtaposes the success of McDonalds with destructive Hell Angel to illustrate conformity and rebellion at the time.**

**Schlossen then uses events to demonstrate the progress of fast food business. From Car’s Drive-In Barbeque to self-service system pioneered by McDonald’s brothers; from small, regional businesses to fast food industry, “a major component of the American economy”. He also uses parallelism to list the origins of fast food places like Wendy’s, KFC, and Taco Bell. The allusion of these well-known restaurants raises consonance among Americans.**

**Schlossen begins the chapter describing the rural Anaheim and ends with it except Anaheim is now surrounded by buildings and CKE is now the fourth largest hamburger chain in the United States. The arrangement shows the progress of fast food industry, an important aspect that shapes Americans’ lifestyle.**